ABSTRACT

A subscription system allows a customer to establish a subscription to a product with any

5   of a number of retailers by establishing the subscription through a controller or central

system. In one embodiment, a subscription is established by first receiving information

identifying a customer and a product. At least one retailer which offers the product is

then identified, and terms of a subscription for the product are established. The

established subscription is identified by a redemption identifier which is communicated

10   to the customer.   The customer is then able to redeem subscription products at the

retailer by identifying the subscription using the redemption identifier.